

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

From: Nick Griffin <NGriffin@downtownla.com>

Date: 10/21/2016 10:47 PM

To: Jessica Wethington McLean <jessica.wethingtonmclean@lacity.org>

CC: "oun@lacity.org" <oun@lacity.org>, Noah Strouse <noah@historiccore.bid>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, Rena Leddy <rena@fashiondistrict.org>, Donegan McCuaig <donegan@dtlarealestate.com>, Julia Marino <juliamarino.la@gmail.com>, Elan Shore <Eshore@downtownla.com>

Not a problem, we can decide in size of bus a few days before. So just keep us posted on headcount. Thanks! .

Nicholas Ziff Griffin

Director of Economic Development

Downtown Center Business Improvement District

ngriffin@downtownla.com / (213) 416-7522

On Oct 21, 2016, at 7:36 PM, Jessica Wethington McLean <jessica.wethingtonmclean@lacity.org> wrote:

Hard to say. Maybe 20? Thank you!

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Oct 21, 2016 7:09 PM, "Nick Griffin" <NGriffin@downtownla.com> wrote:

We can handle the van, if we don't want to walk, and will compile a handout market brief. Do you have an estimated number of attendees?

Nicholas Ziff Griffin

Director of Economic Development

Downtown Center Business Improvement District

ngriffin@downtownla.com / (213) 416-7522

On Oct 21, 2016, at 5:58 PM, Jessica Wethington McLean <jessica.wethingtonmclean@lacity.org> wrote:

Hey Nick - How is this coming along? Do you need anything from my end? Invites went out so we are rolling!

Also, the van - how can we arrange that? We can pay for it, or reimburse someone, or if one of the BIDs wants to contribute, that's great too.

I'll order boxed lunches when we get closer.

Thanks!

JWM



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember Jos  Huizar
200 N. Spring Street #465, Los Angeles, CA 90012
jessica.WethingtonMcLean@lacity.org | 213-473-7014



On Thu, Oct 13, 2016 at 10:52 AM, Nick Griffin <NGriffin@downtownla.com> wrote:

That all sounds good. Elan and I will discuss and get back to everyone about what we can do, what data we have and what else we might need.

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Thursday, October 13, 2016 10:46 AM

To: Nick Griffin <NGriffin@downtownla.com>

Cc: Donegan McCuaig <donegan@dtlarealestate.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Thanks, Nick. This will be great!

I think an overview of square footage available, ground floor vacancy rate, prevailing per square foot prices for upper floor, ground floor, etc. as well as maybe some highlights of projects that have come online or been completed would be helpful. Number of loft units would be good. Upcoming projects - Hoxton, 510 S. Bway, 947 S. Broadway etc.

How can I help?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar
200 N. Spring Street #465, Los Angeles, CA 90012

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Jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

On Thu, Oct 13, 2016 at 10:33 AM, Nick Griffin <NGriffin@downtownla.com> wrote:

As discussed, my team can put together a mini market report focused on Broadway.

Does anyone have suggestions of what they would like to see covered and/or any restrictions on what we can include?

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Wednesday, October 12, 2016 5:49 PM

To: Donegan McCuaig <donegan@dtlarealestate.com>

Cc: Nick Griffin <NGriffin@downtownla.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org

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This is what I printed. I revised it a bit to highlight the things recently brought up. I also invited the speakers we discussed and reached out to the venues we want. I will reach out to a couple more brokers. Noah - send me your suggestions, please.

Here's where we stand:

(Meet & Begin)

Ace Hotel 929 S. Broadway (VENUE CONFIRMED)

* Economics of hotels (Jon Blanchard - CONFIRMED)

* Overview of sign district (Jessica Wethington McLean - CONFIRMED)

(Walk To)

Broadway Trade Center 801 S. Broadway (Venue - requested)

* Tax incentives / New Market Tax Credits (Chris Fedukowski - invited)

* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

(Shuttle To)

Broadway Arts Tower (creative office) 529 S. Broadway (venue requested)
* Economics of Creative Office Conversion (will invite Carle Pierose - Industry - CONFIRMED)

(Walk To)
Broadway Lofts
430 S. Broadway (VENUE CONFIRMED)
* Architectural conversion process - residential and commercial (will invite Karin Liljegren - Omgivning - CONFIRMED)
* Economics of loft conversion (will invite Izek / Eric Shomof - invited)

(Shuttle To)
The Grayson (creative office) 353 S. Broadway (VENUE CONFIRMED)
BOX LUNCH
* Economics of lease environment (Donegan McQuaig, CONFIRMED. Jessica will invite others)
* Wrap-Up discussion / Q&A



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Office of City Councilmember Jos   Huizar
200 N. Spring Street #465, Los Angeles, CA 90012

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jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

On Wed, Oct 12, 2016 at 5:34 PM, Donegan McCuaig <donegan@dtlarealestate.com> wrote:

If you are okay with it Nick and Jessica I'm okay with it. Let's send it out

Donegan McCuaig
CEO/Broker - Quixotic Realty Inc. dba dtlarealestate.com

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Los Angeles, CA 90013

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----- Original Message -----

Subject: RE: Broadway Property Owners Tour - Upper Floor Opportunities
From: Nick Griffin <NGriffin@downtownla.com>
Date: Wed, October 12, 2016 2:30 pm

To: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>
Cc: Donegan McCuaig <donegan@dtlarealestate.com>, Noah Strouse <noah@historiccore.bid>, Rena Leddy <rena@fashiondistrict.org>, Julia Marino <juliamarino.la@gmail.com>, "zac@dtlarealestate.com" <zac@dtlarealestate.com>, "oun@lacity.org" <oun@lacity.org>

Agreed.

From: Jessica Wethington Mclean [<mailto:jessica.wethingtonmclean@lacity.org>]

Sent: Wednesday, October 12, 2016 2:12 PM

To: Nick Griffin <NGriffin@downtownla.com>

Cc: Donegan McCuaig <donegan@dtlarealestate.com>; Noah Strouse <noah@historiccore.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com; oun@lacity.org

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Folks - didn't hear back from anyone last week. We're kind of out of town to re-design this. I need to send them out to the owners.

I think this may not be perfect but it says what we want to do. Agreed?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember Jos   Huizar
200 N. Spring Street #465, Los Angeles, CA 90012

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[Jessica.WethingtonMcLean@lacity.org](mailto:jessica.wethingtonmclean@lacity.org) | [213-473-7014](tel:213-473-7014)

On Mon, Oct 3, 2016 at 3:44 PM, Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org> wrote:

Ideally, this would have been suggested in any of the earlier rounds of review of this flyer. I was out last week and expected to mail it this week.

We cannot do Councilmember Huizar invites because he's not going to be there and we don't want to mislead anyone. The wording related to the CM and BBB needs to remain as is. If you guys want to rework the other stuff, feel free but please do it quickly. Can it be done by Wednesday?



Jessica Wethington McLean

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Director, Downtown Economic Development
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Office of City Councilmember JosÃ© Huizar
200 N. Spring Street #465, Los Angeles, CA 90012
Jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

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On Fri, Sep 23, 2016 at 12:01 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

My team would be happy to redo the flyer if you'd like. As part of that process, we can also propose revised wording for selling points, as well as title and other points. Let me know if consensus is for us to do that. Thanks.

From: Donegan McCuaig [mailto:donegan@dtlarealestate.com]

Sent: Friday, September 23, 2016 9:15 AM

To: Nick Griffin <NGriffin@downtownla.com>

Cc: Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org>; Noah Strouse <noah@historiccove.bid>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com

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Perhaps we can have Nick's team look over the flier for ideas for graphic improvement? Also, maybe the flier can more boldly lay out the selling points of renovating? I forget what the title was but maybe we can do something more specific like, Councilman Jose Huizar invites you to discover the benefits of renovating your Broadway building! And instead of pics focussing on types of use (residential/office) they focus

more on finance and market values, etc? What kind of quality of paper will we be using? When will it be mailed out?

Donegan McCuaig

Owner/Broker - Quixotic Realty Inc. dba dtlarealestate.com

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Los Angeles, CA 90013

Cell: [\(213\) 304-4727](tel:213-304-4727)

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On Sep 22, 2016, at 6:18 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

Yeah, I'm sure that would be fine.

Nicholas Ziff Griffin

Director of Economic Development

Downtown Center Business Improvement District

ngriffin@downtownla.com / (213) 416-7522

On Sep 22, 2016, at 5:57 PM, Jessica Wethington McLean
<jessica.wethingtonmclean@lacity.org> wrote:

I think we can discuss that informally as we go right?



Jessica Wethington McLean

Executive Director, Bringing Back Broadway
Director, Downtown Economic Development
Producer / Festival Director, Night on Broadway

Office of City Councilmember JosÃ© Huizar
200 N. Spring Street #465, Los Angeles, CA
90012

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jessica.wethingtonmclean@lacity.org
[y.org](http://www.jessicawethingtonmclean.org) | [213-473-7014](tel:213-473-7014)

On Thu, Sep 22, 2016 at 3:16 PM, Nick Griffin <NGriffin@downtownla.com> wrote:

Looks great to me.

Anything on streetscape plans?

From: Jessica Wethington McLean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Wednesday, September 21, 2016 5:16 PM

To: Donegan McCuaig <donegan@dtlarealestate.com>

Cc: Noah Strouse <noah@historiccove.bid>; Nick Griffin <NGriffin@downtownla.com>; Rena Leddy <rena@fashiondistrict.org>; Julia Marino <juliamarino.la@gmail.com>; zac@dtlarealestate.com

Subject: Re: Broadway Property Owners Tour - Upper Floor Opportunities

Here's where we landed on this today.... Comments / suggestions?

(Meet & Begin)

Ace Hotel 929 S. Broadway

* Economics of hotels (will invite Jon Blanchard)

* Overview of sign district (Jessica Wethington McLean)

(Walk To)

Broadway Trade Center 801 S. Broadway

* Tax incentives / New Market Tax Credits

* Overall landscape of business and context of the neighborhood - other great products happening (DCBID, Historic Core BID, Fashion BID)

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(Shuttle To)
The Grayson (creative office) 353 S. Broadway
BOX LUNCH
* Economics of lease environment (Donegan McQuaig, confirmed. Jessica will invite others)
* Wrap-Up discussion / Q&A

Sent from my phone. Please pardon brevity, typos, and autofill misfires.

On Jul 27, 2016 10:02 AM, "Donegan McCuaig"
<donegan@dtlarealestate.com> wrote:

Anyone know someone involved in Broadway Lofts conversion?

Donegan McCuaig

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On Jul 20, 2016, at 3:40 PM, Jessica Wethington McLean
<jessica.wethingtonmclean@lacity.org> wrote:

Great! Let's call it Wednesday Oct. 19. Now to book the buildings and speakers.... Who's doing what?

Thanks, everyone!



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Jessica Wethington McLean
Executive Director, Bringing Back
Broadway
Director, Downtown Economic
Development
Producer / Festival Director, Night
on Broadway

Office of City Councilmember
Jos   Huizar
200 N. Spring Street #465, Los
Angeles, CA 90012
jessica.wethingtonmclean@lacity.org | [213-473-7014](tel:2134737014)

On Mon, Jul 18, 2016 at 11:21 AM, Donegan McCuaig
<donegan@dtlarealestate.com> wrote:

Sorry guess this didn't send. Date is good for me if it works
for all of you

Donegan McCuaig

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Cell: [\(213\) 304-4727](tel:(213)304-4727)

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On Jul 14, 2016, at 3:14 PM, Noah Strouse
<noah@historiccore.bid> wrote:

Works for us!

[HistoricCoreLogo.jpg](#) **NOAH STROUSE**

Director of Marketing & Services

209-211 W 5th Street

Los Angeles, California 90013

p [213/488-1901](tel:213/488-1901)

c [310/383-6304](tel:310/383-6304)

HistoricCore.BID

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24HR HOTLINE:

[213/239-8336](tel:213/239-8336)

On Thu, Jul 14, 2016 at 2:53 PM, Rena Leddy
<rena@fashiondistrict.org> wrote:

Should be fine for Fashion District property owners

From: Jessica Wethington Mclean [mailto:jessica.wethingtonmclean@lacity.org]

Sent: Thursday, July 14, 2016 12:06 PM

To: Julia Marino <juliamarino.la@gmail.com>

Cc: Max Sherman <max.sherman@lacity.org>; Donegan McCuaig
<donegan@dtlarealestate.com>; Noah Strouse
<noah@historiccore.bid>; zac@dtlarealestate.com; Nick Griffin
<NGriffin@downtownla.com>; Rena Leddy
<rena@fashiondistrict.org>

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Opportunities

OK - how does that work for Fashion and
Historic? Dominic, ok for you, too?



Jessica Wethington McLean
Executive Director, Bringing
Back Broadway
Director, Downtown Economic
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Night on Broadway

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Jos   Huizar
200 N. Spring Street #465, Los
Angeles, CA 90012
jessica.wethingtonmclean@lacity.org
| [213-473-7014](tel:213-473-7014)

On Thu, Jul 14, 2016 at 12:04 PM, Julia Marino
<juliamarino.la@gmail.com> wrote:

That date will work.

Julia Marino

[\(631\) 278-4162](tel:6312784162)

juliamarino.la@gmail.com

On Thu, Jul 14, 2016 at 11:50 AM, Jessica
Wethington Mclean
<jessica.wethingtonmclean@lacity.org> wrote:

Fashion BID meets the third Thursday. What
about Wednesday Oct. 19 instead?



Jessica Wethington McLean

Executive Director, Bringing
Back Broadway
Director, Downtown Economic
Development
Producer / Festival Director,
Night on Broadway

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Angeles, CA 90012
jessica.wethingtonmclean@lacity.org | [213-473-7014](tel:213-473-7014)

On Thu, Jul 14, 2016 at 11:46 AM, Julia Marino
<juliamarino.la@gmail.com> wrote:

At the DCBID we are planning to host
events during the first two weeks of
October for LAEDC's Innovation Weeks.
October 13th could potentially be a conflict.
What are everyone's thoughts about
pushing it to the week after? October 20th?

Julia Marino

[\(631\) 278-4162](tel:631-278-4162)

juliamarino.la@gmail.com

On Wed, Jul 13, 2016 at 11:47 AM, Jessica
Wethington Mclean
<jessica.wethingtonmclean@lacity.org>
wrote:

I think this works well. Now, as for a
date. How about Thursday October 13?



Jessica Wethington McLean

Executive Director, Bringing
Back Broadway
Director, Downtown Economic
Development
Producer / Festival Director,
Night on Broadway

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200 N. Spring Street #465, Los
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jessica.WethingtonMcLean@lacity.org | [213-473-7014](tel:213-473-7014)

On Wed, Jul 13, 2016 at 11:43 AM, Max
Sherman <max.sherman@lacity.org>
wrote:

Thanks, Donegan, I spaced out the
header a bit as well as gave some
breathing room to the main text in the
lower left box.

Best,

Max

On Wed, Jul 13, 2016 at 11:13 AM,
Donegan McCuaig
<donegan@dtlarealestate.com> wrote:

Looks good but the text at top and
bottom left looks a little smooshed.
Perhaps we might increase flyer size
or reduce picture sizes?

Donegan McCuaig

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dba dtlarealestate.com

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On Jul 13, 2016, at 10:45 AM, Max
Sherman <max.sherman@lacity.org>
wrote:

Sure, no problem. Revised
version attached.

Let me know any additional
changes/suggestions.

Best,
Max

On Tue, Jul 12, 2016 at 5:59 PM, Jessica Wethington Mclean <jessica.wethingtonmclean@lacity.org> wrote:

Header needs to have a sub-head so it's clear who the audience is.

Join us for a multi-building upper floor demonstration tour exclusively for Broadway property owners.

You might need to adjust the header height to accommodate that.

Thanks, Max.



Jessica Wethington McLean
Executive Director, Bringing Back Broadway
Director, Downtown Economic Development

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On Tue, Jul 12, 2016 at 11:16 AM, Max Sherman <max.sherman@lacity.org> wrote:

Hi All,

I've updated the tour flyer to include an image background for

the header, let me know
what you think!

Best,

Max

On Tue, Jul 12, 2016 at
10:05 AM, Noah Strouse
<noah@historiccore.bid>
wrote:

A few options
attached, can be
cropped to fit
document. Photos are
property of HCBID.
Fine to use for this
document, but
nowhere else please.
I'd also highly
recommend Hunter
Kerhart for any future
BBB photographic
needs.

[HistoricCoreLogo.jpg](#)

**NOAH
STROUSE**

*Director of
Marketing &
Services*

209-211 W 5th
Street

Los Angeles,
California
90013

p [213/488-1901](tel:2134881901)

c [310/383-6304](tel:3103836304)

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